

// Beloved Brat //

with

BONITA GRANVILLE

The Brat of "These Three" Storming Her Way to New Stardom

DOLORES COSTELLO • DONALD CRISP

Directed by ARTHUR LUBIN • A First National Picture • Presented by WARNER BROS.

Screen play by Lawrence Kimble • From an Original Story by Jean Negulesco



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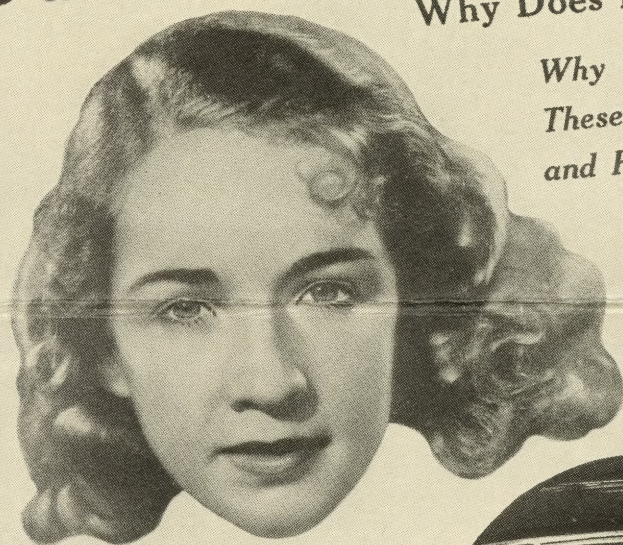
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MORE THAN
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MOVIE-GOERS

Bad Girls From Good Families!

Why Does It Happen? What Can Be Done About It?

Why Did This Young and Beautiful Heiress Plunge Into
These Reckless Escapades? Why Did She Drag Herself
and Her Family Through the Courts and Disgrace?



Parents Are Always Judging Their Daughters. But what do daughters think of their parents? What a girl thinks of her treatment at home may make her turn out good or bad. It is not a question of parental love. Most parents love their daughters. But love and understanding don't always go together. Sometimes it's too many "don'ts," too much "straight and narrow."

Wealthy Are Most Guilty

Perhaps the wealthy are most guilty of this careless neglect. They often shift to teachers, butlers and cooks the task of rearing that strange, sensitive, invincible creature who is a young girl. That's why many a "bad girl" comes from "nice people."

How She Went Bad

This girl, Roberta Morgan, was born to riches. But she was poor in parental companionship. Though her father and mother loved her, they found no time to be her pal and understand her. So this "beloved brat," headstrong, impulsive, lonely—went her reckless way to disaster. They gave her money, clothes, servants, presents. But that was not the craving in her heart. She wanted her father and mother. But her father sunk himself in business. The mother spent her time in "club work" and society.

Roberta grew bitter, resentful. She became a "problem." She flew into tantrums, made "scenes," ran away. Then, because her parents made the truth so unpleasant, she began to tell lies, went to forbidden places, stayed out nights.

One day she was sent to her room for punishment. Taking a shocking revenge, she set her home afire! The fire department came shrieking. Put out the blaze. Carried the girl down a ladder. And Roberta ran off with a scornful laugh to visit a friend she was forbidden to see!

Why Did She Wreck a Car and Kill a Man?

That night the Morgan butler found her. Made her get into the family car to return home. But Roberta was driving. They swerved. Struck another car. A man was killed. The girl attempted to clear herself. She testified at the trial that the butler was drunk at the wheel. Her perjured testimony sent him to prison.

Could She Be Saved?

But Roberta believed in her heart that others were to blame for her tragedy. She defied her teachers' authority, quarreled with all the other girls, demoralized the school. It seemed that she was hopeless—headed for utter ruin. Yet there was one person who wouldn't give Roberta up—one person who made a last heroic effort to save her. The plan? A sweet, happy girl again, in the glorious picture. An inspiring, thrilling experience for everyone who ever was, or ever loved a girl!

A TEN-POINT TEST FOR PARENTS

A noted psychologist has compiled ten questions to test the relationship of parents and daughters. How do you answer these questions?

- 1 Does your daughter enjoy her home or does she want to get away?
- 2 Is she secretive or does she confide in her family?
- 3 Does she entertain her friends at home or does she meet them elsewhere?
- 4 Does she tell lies when questioned about her activities?
- 5 Does she stay out at night and not tell where she has been?
- 6 Does she think you are too busy for too unsympathetic to share her problems and pleasures?
- 7 What is her idea of having a "good time"?
- 8 Do you treat her as a pal and companion or do you "talk down" to her?
- 9 Do you make her rebellious with "don'ts"?
- 10 Does she like to have boy friends and do you approve?

What are you going to do about it all? See "Beloved Brat" for a great glowing light on the questions faced by millions of parents and daughters.



Why Did She Set Her Home on Fire and Run Away When Saved?

A GREAT MOTION PICTURE THRILLINGLY SOLVES A PROBLEM THAT HAS BAFLED PARENTS SINCE THE DAYS OF SOLOMON!

WARNER BROS. present

"**Beloved Brat**"
with
BONITA GRANVILLE
DOLORES COSTELLO • DONALD CRISP
Screen Play by LAWRENCE KIMBLE
From an Original Story by Jean Negulesco
Directed by Arthur Lubin
A FIRST NATIONAL PICTURE

See it at
your local
theatre

THEATRE NAMES AND DATES WILL APPEAR IN THIS SPACE,
changing for each territory, so that local theatres receive
full benefit of circulation in their own communities.

**Theatres
and Dates
in This Space
... Changing
For Each
Territory So
That Local
Theatres
Receive Full
Benefit of
Circulation in
Their Own
Communities**

(Lead Story)

DOLORES COSTELLO RETURNS IN NEW STRAND FILM

Bringing back to the screen, in a triumphant new career, that clever and popular ex-star, Dolores Costello, a delightful Warner Bros. drama called "Beloved Brat" is scheduled as the coming feature attraction at the Strand Theatre, opening next Friday.

Miss Costello is not the star of the picture. That's Bonita Granville, the brilliant 14-year-old who stands alone in her portrayal of brattish and pestiferous youngsters. Dolores plays the part of her teacher, the principal of a school conducted on the strictest of lines. And it is Dolores who reforms the mean, selfish little creature and changes her into a perfect young lady.

"Beloved Brat" proves a splendid vehicle for the start of Miss Costello's comeback climb toward stardom. She is at the same studio (Warner-First National) where she won all her laurels six or seven years ago before her marriage to John Barrymore, and is again under a long-term contract.

"Beloved Brat" has in its cast another one-time star who is essaying the long uphill climb toward the place she used to occupy — Natalie Moorhead, the original platinum blonde of the films.

This picture is described by previewers as the best in which little Bonita Granville has appeared, and her part is said to be the longest and most difficult she has ever tried, even greater than the one she had in "These Three."

Others in the cast, include Donald Crisp, Donald Briggs, Lucille Gleason and Emmett Vogan. The picture was directed by Arthur Lubin from a screenplay by Lawrence Kimble, based on an original story by Jean Negulesco.

(Advance)

BONITA IS HOLY, BUT NO TERROR

Times beyond count, newspapermen have written feature stories about the tough guys of the screen who really are soft as chicks in private life.

But try as they may, the reporters and press agents never have been able to convince all film fans that screen meanies really are not ogres at home.

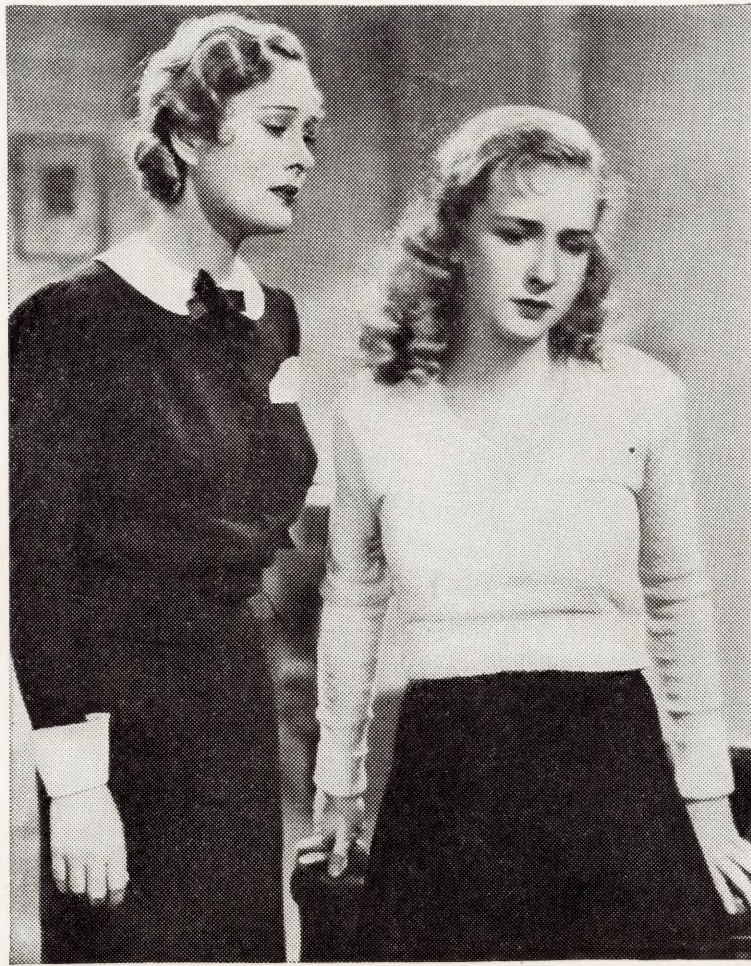
Clever little Bonita Granville is one of the latest victims of a motion picture reputation. The other day she received a Bible from a man in England who had just seen her in one of her particularly bratty roles. On the fly leaf, he had written this bit of advice:

"Read a page every day for the good of your soul."

Now Bonita already had a Bible of her own, and she does read it every day. But no one ever will believe that, and wait until that man in England sees her in her new picture, "Beloved Brat," coming to the Strand Theatre. There she really goes to town as a holy terror.

Off screen, she really is a charming and pleasing youngster who listens to her mother, eats her spinach obediently, takes care of her toys and does not go around walloping other girls and boys.

But fortunately, or unfortunately, whichever it may be, she has a knack of portraying nasty little girls. Producers cry for her whenever a brat role turns up. When worse girls are portrayed, Bonita probably will be portraying them.



SHE NEEDS HELP — Bonita Granville plays the "problem" girl who typifies many youngsters of today, and Dolores Costello is the understanding teacher who helps her get straightened out in "Beloved Brat," coming to the Strand Theatre on Friday.

Mat 202 — 30c

(Advance)

'Bratty' Roles Help Bonita Granville

It's a big help, being a brat on the screen.

In fact, it would be a good thing if all brats could play brats in the movies.

That would be a great boon to mankind, for it would see the end of brats in real life. At least it would if the brats shared the opinion of Bonita Granville, the brattiest of all brats in the movies.

"To what do you attribute your success as the Number One Brat of all time?" she was asked during the filming of "Beloved Brat" at the Warner Bros. studio. This is the drama that opens next week at the Strand Theatre.

"To the fact that I dislike brats," she replied. "So I take them, tear them apart, pick out their worst points and show them on the screen."

"A brat never sees herself as other people see her. If she could — well — she just wouldn't be a brat. I like to play that kind of a part — because I can take out any 'meaness' I have in my system."

"It would be pretty hard to be a 'meanie' in real life after seeing yourself as one on the screen. Vanity, if nothing else, would save you!"

Bonita is the daughter of Bernard Granville, famed musical comedy and vaudeville star. Her mother also was a famous actress. Born in New York City February 2, 1923, Bonita joined her father's vaudeville act at the age of three.

She won her first screen role because she resembled Ann Harding. She played Miss Harding's daughter in "Westward Passage" and followed this with small parts in "Silver Dollar," "Cavalcade," "Ah! Wilderness" and "Song of the Saddle."

Her first real success came, however, when Samuel Goldwyn cast her as the brat in "These Three" and she thoroughly and completely depicted the sort of girl she doesn't want to be. Thrust into the first rank of prominence, she immediately was given important roles in "The Plough and the Stars," "Maid of Salem,"

"Quality Street" and a leading role in "Call It a Day."

Bonita's mother is her constant companion, always accompanying her on the set. Tutored by studio teachers when working and a student at Hollywood High School when she isn't working, Bonita is studying interior decorating and dress designing, painting, music and dancing. She is not ashamed to admit she still plays with dolls and that she retires every night at 8 o'clock.

"Beloved Brat" was directed by Arthur Lubin from a screenplay by Lawrence Kimble, adapted from Jean Negulesco's story.

(Advance)

TWO FILM STARS MAKE COMEBACK

Two glamorous young women who, in their day, have had fame, wealth, ease and luxury and found that those things are not enough for happiness, are making a bid to regain their former glory on the screen in a picture called "Beloved Brat," which opens next Friday at the Strand Theatre.

It was made by Warner Bros. on the very studio lot where one of them — Dolores Costello — formerly reigned as queen in the days of silent pictures.

The second is Natalie Moorhead, who flashed across the screen shortly after the beginning of the talkie era as the epitome of smartness and sophistication.

Miss Costello, who retired from the screen shortly after becoming the wife of John Barrymore, already has made sizeable steps forward on her new career in "Little Lord Fauntleroy" and "Yours for The Asking." She expects her role in "Beloved Brat" to prove definitely to the fickle public that she is a better actress than when she left the screen at the height of her popularity six years ago.

(Advance)

TEEN-AGE GIRLS TAKE TEST AT MOVIE SCHOOL

A few years ago, the graduating class of an eastern college picked "If," by Rudyard Kipling, as their favorite poem. This served as the subject for many a column bemoaning the intelligence of our modern youth.

A recent questionnaire given to fifty girls who play schoolmates of Bonita Granville in "Beloved Brat" coming soon to the Strand Theatre should be of much interest to child psychologists.

Miss Lois Horne, who has taught school to children at the Warner Bros. Studio for six years, made up the questionnaire and compiled the results.

The average age of the fifty girls was 14 years. Miss Horne feels that the results of her survey cast much light on the thoughts, likes and dislikes of girls that age.

Benny Goodman led the list of favorite musicians with 41 votes. Fred Waring and Glenn Gray each shared a few. Jose Iturbi had one.

Favorite song was "Stardust" with "The Big Apple" and "Roses in Picardy" following.

The girls either hadn't any inhibitions or didn't know what the word meant. Most of them left blank after the question, while others just said none. On the whole, they seemed to like boys. Twenty-three were in the throes of a 'crush,' three were definitely in love, four liked boys a lot and two detested them.

They "go nuts" about Errol Flynn and Clark Gable, would prefer being like Bette Davis or Olivia de Havilland than any other actress in Hollywood.

Miss Lois Horne thinks these answers and many others she has on file show a lot about the character and psychological development of the fourteen year old girl of today. She wouldn't go into the subject any further though.

(Advance)

FILM ACTRESS IS SOCIAL WORKER

Dolores Costello is making the first steps toward a movement, backed in part by movie capital, to establish regional corrective schools for children in their early 'teens, throughout the United States.

These steps consist first, it is understood, of consultation on ways and means with Judges Ben B. Lindsay, Georgia Bullock, Oda Falconer and certain educators to be invited as consultants. Then advocates will address Parent Teacher groups and women's clubs.

Miss Costello and other film people interested have in mind the sort of school that stands between the reform schools as they exist today, and regular public schools. The projected institutions should be free for children whose parents lack funds, and would undertake to correct and win over by intelligent and scientific methods so-called "incorrigibles" who now are kept in public schools too long, and then often land in reform schools.

The star was aroused to the need for such institutions in the American educative system by research in connection with a Warner Bros. picture in which she and little Bonita Granville head the cast, "Beloved Brat," which comes to the Strand Theatre next Friday. Miss Costello herself is the mother of two young children, daughter and son of John Barrymore.

"Beloved Brat" was directed by Arthur Lubin from a screenplay by Lawrence Kimble, based on a story by Jean Negulesco.

(Advance)

BONITA GRANVILLE HAS 16 FROCKS FOR NEWEST ROLE

Bonita Granville feels that she has definitely grown up.

In her few years of motion picture work, she has never been given more than two or three changes of costume for any picture. But in "Beloved Brat," her latest Warner Bros. film, she plays the daughter of an extremely wealthy family. As a result, Howard Shoup, one of the studio's style creators, designed sixteen changes of costume for her.

"Imagine, I'm going to wear sixteen pretty frocks!" the talented 14-year-old actress exclaimed to everyone she met when she found out about it.

Included in the wardrobe is a blue suit, a white dress, a few sweater and skirt outfits, a gingham dress, a scotch plaid outfit and lots of other dainty clothes.

They were even thinking of designing an evening gown to go with high-heeled shoes for Bonita to wear in a party scene but Mrs. Granville put her foot down on that. She thought her daughter had time yet to grow up. Instead, she wears a pink dress with patent leather slippers to the party.

Perc Westmore, studio make-up chief, was called in to give Bonita five hairdresses to wear in the various stages of the film. She was pretty thrilled about that, too. All in all, she feels that she's definitely grown up.

"Beloved Brat," the story of a bad little girl who was regenerated, was directed by Arthur Lubin. It opens next week at the Strand Theatre. Included in the cast are Dolores Costello, Natalie Moorhead, Donald Crisp, Emmett Vogan and Lucille Gleason.

Black In Fashion

Natalie Moorhead, who plays Bonita Granville's mother in "Beloved Brat," coming to the Strand Theatre, believes that the truly smart woman concentrates on black this season, and accordingly includes much of it in both her screen and personal wardrobe.

In the picture she wears a simple black wool dress which zippers down the front from its severely plain high neckline to the hem of the flared skirt. With this goes a little black hat narrowly piped in silver kid.

Miss Moorhead also wears a black velvet dinner dress in the picture which has a high neck simulating a dog-collar because it is made of solid rows of steel cut beads. Bands of the gunmetal colored beads also outline the shoulder and wrist-length sleeves as well as the bodice.

50 Kiddies In Film

Fifty pretty little girls, ranging from 8 to 14, were needed for the school sequences in "Beloved Brat," the picture starring Bonita Granville which comes to the Strand Friday. But finding the little girls was only the beginning of the studio's difficulties. They had to hire six extra teachers, since California law requires a teacher for every ten children on the set. Another problem was assembling the children from all corners of the lot when they were needed for a scene. A minor difficulty was getting a sufficiently large quantity of ice cream and cake to be consumed in a birthday party scene. Not a single tummy-ache resulted, however, which makes a perfect score.

NOT A COLOSSAL JOB

Bonita Granville recently was taught to knit by her mother. The first thing she knitted was a sweater for the chromium dog on the radiator cap of her car.



Mat 203 — 30c

DOLORES COSTELLO — Glamorous star of a few years ago, now returns to the screen and to a career which promises to be even more brilliant than her earlier one. She is featured in "Beloved Brat," which comes to the Strand Theatre on Friday.

(Advance)

Dolores Costello Returns To Screen

Dolores Costello is one famous star who has "come back" after a considerable absence from the screen with no regrets for having dropped out. In fact she counts her years away from the films as an asset.

"It's regrettable that there exists a prejudice — amounting almost to superstition — about come-backs," Miss Costello observed recently. "Actually, a year or so away from the screen is often the thing which restores one's perspective, renews one's store of energy and force, and means bringing back to films much more of what it takes than ever before."

Miss Costello makes her own come-back in Warner Bros.' new picture, "Beloved Brat," which is coming Friday to the Strand. She is also under contract as a featured player to the studio in which she became a star in years gone by via such pictures as "The Sea Beast," "Glorious Betsy" and "Noah's Ark."

"There is no disputing the fact that even a short absence from the screen is dangerous," Miss Costello admits. "But with the right spirit, an actress can win her way back as I saw demonstrated by a certain young star not long ago. The fact that she won and outdistanced old rivals who had remained on the screen continuously was one thing that gave me courage to resume my own career. Said she, 'Motion picture life is so hectic for a popular star or leading woman that there is a great tendency to get into a rut — to get dizzy, to stop thinking, and go through the whirl of part after part and all that goes with it in a sort of daze, only half aware of what is happening.'"

"A complete rest overcomes all this, makes her clear-minded and

sane again and gives her a grasp of things. But when she tries to come back she discovers that actresses of her age who have been grinding their lives out in constant activity are regarded as 'young current favorites,' and she, because she dropped out for a time, is 'the grand old veteran.' She is told by producers 'the public has forgotten you — but don't worry — we believe we can win your fans back for you.' And so on. Sounds discouraging, doesn't it?"

"But these obstacles are artificial. I know I'll find that the public hasn't forgotten after all."

The beauty and charm which Miss Costello presents in "Beloved Brat," should go a long way toward winning back for her the stardom which she deserves. Indeed, since announcements of her forthcoming picture have reached the public, she has received any number of congratulatory letters from former fans who are eagerly looking forward to seeing her on the screen again. Her role in the film is that of a school teacher, who with her understanding ways manages to reclaim girls who have been classified as "incorrigibles." Bonita Granville, youthful veteran of "bad girl" roles, is her chief charge, and the conclusion to the picture is heart-warming, carrying with it some sound advice both to parents and children. It is a problem film which gives a well-planned and workable solution to the problem which it presents.

"Beloved Brat" was directed by Arthur Lubin. Included in the cast, besides Miss Costello and Bonita, are Natalie Moorhead, Donald Crisp, Lucille Gleason, Emmett Vogan and many others. Jean Negulesco wrote the original story.

Makes Ranch Pay

Donald Briggs, new Warner Bros. player who is featured in "Beloved Brat," at the Strand Theatre, is one of the few members of the Hollywood colony owning a ranch in San Fernando valley who makes his place pay its own way. He has a paying grove of lemon trees.

Had Early Start

Dolores Costello, glamorous star of the silent days of pictures, who is making a comeback in "Beloved Brat" at Warner's made her debut on the screen at the age of six when she played boys' roles for Vitagraph in Brooklyn. Her father was Maurice Costello, matinee idol.

(Advance)

SONG BIRDS HALT PRODUCTION BUT NOT FOR LONG

The business of making pictures is an enormous one, but it sometimes takes a very small thing to throw the machinery completely out of gear.

For instance, recently during the filming of "Beloved Brat" at Warner Bros. studio, two canaries escaped from their cage, and took to the rafters where they sat singing gaily in celebration of their newfound freedom.

A scene between Bonita Granville and Donald Briggs, young leading man, was brought to an abrupt halt when the canaries' caroling was picked up on the sound track. Electricians, prop men and laborers galloped around the cat-walks, high over the stage, like monkeys, trying vainly to corral the birds.

Finally, Director Arthur Lubin, who learned his job in quickie studios where no excuses are accepted for a minute's delay, showed the results of his training by sending to the prop department for a canary cage with a couple of stuffed birds perched inside. He planted it so it showed in the scene, and started his cameras turning again.

"Now if the blanketed canaries sing, we've got an alibi," he said, and production went along without further interruption.

"Beloved Brat" is the story of a spoiled rich girl, Bonita Granville, who is regenerated in a corrective school. Notables in the cast include Dolores Costello, Natalie Moorhead, Donald Crisp, Donald Briggs and Emmett Vogan. The picture which is coming to the Strand Theatre next Friday was directed by Arthur Lubin.

Gave Good Advice

When Donald Crisp was directing Douglas Fairbanks in "Don Q" many, many years ago, he was approached one day between scenes by a young boy who played a bit part in the film. "I want to become a director," the lad said. "Are there any tips you can give me?"

Crisp spent an hour with him, and explained as best as he could the technique of direction. A few months ago when Crisp reported for work on the set of "Beloved Brat," which comes to the Strand Friday, he met the young man again. He was Arthur Lubin, director! Lubin thanked him for the advice which had helped him realize early ambitions.

Helps The Needy

Most actors and actresses go through a lean period in their lives when a five course meal looks like an offering from the gods. Lucille Gleason was no exception. She had her share of tough breaks. During that period, she determined to do her share to help needy actors if she could.

Now Miss Gleason spends every moment away from motion picture work helping her fellow actors. She belongs to every organization of actors in Hollywood and New York. She donates all she can afford to their charities. Her desk is filled with unused tickets that she bought for benefits. Between scenes of "Beloved Brat," her current picture which comes to the Strand Friday, she sewed sachets which will be raffled off at a frolic for the benefit of some needy folks in Hollywood.

HAS DOUBLE TALENT

Donald Crisp was a director in Hollywood before he became famous as an actor. Among the films he directed were "Don Q," "Secret Service" and "Mark of Zorro."

Publicity

(Opening Day)

"BELOVED BRAT" IS NEW FILM AT STRAND TODAY

A name that once shone brilliantly in front of thousands of movie-houses — Dolores Costello — makes its reappearance today when that lovely and capable young actress will be seen at the Strand Theatre in "Beloved Brat," a Warner Bros. drama opening today in which she is featured with the talented little Bonita Granville.

Miss Costello is resuming the career to which she thought she had said farewell some seven years ago, when she retired to marry John Barrymore. The Warners have placed her under a long-term contract and are confident she will win her way to the top again.

"Beloved Brat" is the story of a wilful, spoiled, pestiferous little brat — played by Bonita, of course — who is regenerated by a strict but kindly teacher in a probationary school, this being Miss Costello.

The youthful Miss Granville, whose performances in "These Three," "Maid of Salem," and most recently, in "It's Love I'm After" have won her world-wide acclaim as one of the outstanding child actresses on the screen today is said to top her previous work with her portrayal of Roberta Morgan, the girl who had too much of everything except parental understanding and guidance.

Another one-time star is starting on the comeback trail in this picture—Natalie Moorhead. Other notables in the cast include Donald Crisp, Donald Briggs, Emmett Vogan and Lucille Gleason. Arthur Lubin directed "Beloved Brat" from a screenplay by Lawrence Kimble, adapted from an original story by Jean Negulesco.

Knits Between Takes

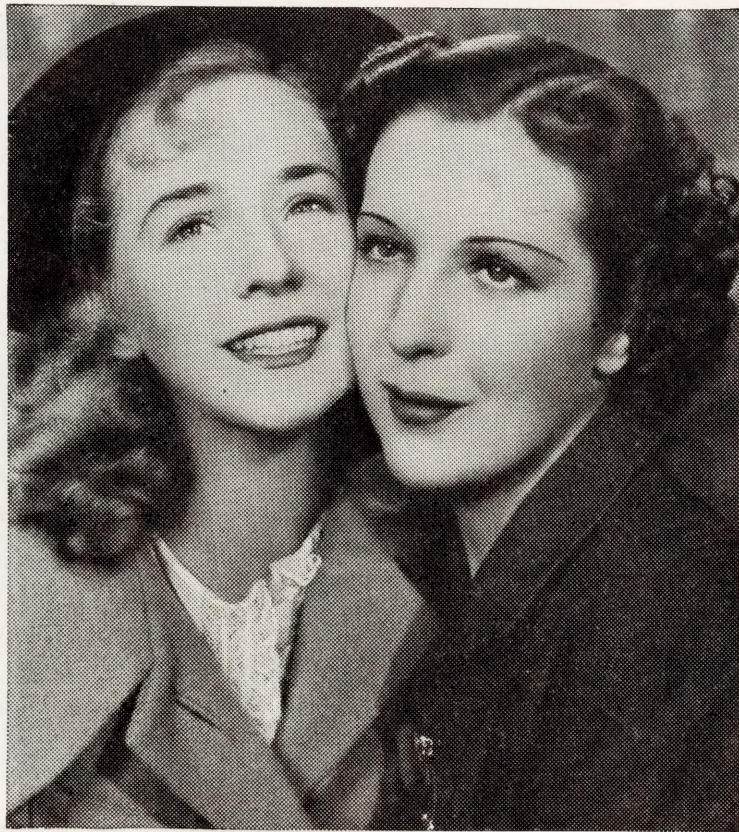
Dolores Costello claims the knitting championship of Hollywood, a title unofficially held by Kay Francis. Between scenes of "Beloved Brat," the Warner Bros. drama now at the Strand Theatre, Miss Costello completed a blue slipover for her son and pair of socks and gloves to match for her daughter.

That's Hollywood

Emmett Vogan was a tap dancer for fifteen years and a headliner in vaudeville, yet in his motion picture career he has never hoofed. He is playing a butler in Warner Bros.' "Beloved Brat," now playing at the Strand Theatre.

Cast of Characters

Roberta.....	Bonita Granville
Helen Cosgrove.....	Dolores Costello
Mr. Morgan.....	Donald Crisp
Williams.....	Donald Briggs
Mrs. Morgan.....	Natalie Moorhead
Miss Brewster.....	Lucille Gleason
Jenkins.....	Emmett Vogan
Mrs. Jenkins.....	Loia Cheaney
Anna.....	Ellen Lowe
Miss Mitchell.....	Mary Doyle
Judge Harris.....	Paul Everton
Mrs. White.....	Bernice Pilot
Pinkie.....	Stymie Beard
Arabella.....	Meredith White
Estella.....	Carmencita Johnson
Sylvia.....	Friscilla Lyon
Boots.....	Gloria Fischer
Jackie.....	Doris Brenn
Betty Mae.....	Patsy Mitchell



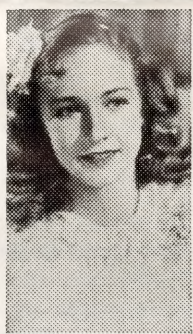
MOTHER AND DAUGHTER — Talented young Bonita Granville plays her latest "bad girl" role in "Beloved Brat," which is now showing at the Strand Theatre. Natalie Moorhead plays the role of her mother.

Mat 201 — 30c

(Review)

"Beloved Brat" Is The New Strand Picture

Warner Bros. again demonstrates its talent for combining real entertainment with social problems of significance in the picture, "Beloved Brat," which opened yesterday at the Strand Theatre.



Mat 102 — 15c

Bonita Granville

Woven around the life of a young girl, Roberta Morgan (Bonita Granville), the picture tells a dramatic story of parental misunderstanding and disinterest which drive the girl into the path of life which few ever retrace — the path which usually ends in stark tragedy.

Roberta, the only child in a wealthy home, has been brought up by a governess and the household servants. She is bad-mannered, tempestuous, and thoroughly hateful to everyone but her father's lawyer who is wise enough to realize that she is not to blame.

Circumstances involve her in a fatal automobile accident for which the butler is sentenced to prison. Finally Roberta confesses that she is really to blame and the judge places her on probation in a school run by Dolores Costello who is bringing her talent and beauty back to the screen

after an absence of several years.

The events which follow are highly intensive and dramatic, bringing the picture to a smashing close.

Donald Crisp and Natalie Moorhead play Mr. and Mrs. Morgan, the girl's parents, and Donald Briggs is Mr. Morgan's lawyer who, with Dolores Costello, provides the romantic interest of the picture.

The casting is excellent. Bonita Granville gives her best performance since "It's Love I'm After" while Donald Crisp is his usual competent self. Dolores Costello's return will be warmly welcomed by all movie-goers who will remember her as one of Hollywood's most glamorous stars of a few years back.

The film deals straightforwardly with a problem that is close to the hearts and minds of all of us. And without flinching, it places the blame for youthful misdemeanors squarely at the feet of the parents. Poignantly, it presents a plea for better understanding between two generations. It's a picture that no one in the family can afford to miss.



Mat 101 — 15c

Dolores Costello

Length..... 5600 ft.

Running Time..... 62 mins.

Is Famous 'Brat'

Bonita Granville is a darling child. She listens to her mother, eats her spinach and doesn't hit little boys and girls. But unfortunately, or fortunately, she has a peculiar knack of portraying nasty little girls so vividly on the screen, producers have continued to cast her in brat roles every time one turns up.

In "Beloved Brat" which comes to the Strand Theatre next Friday, she goes to town as a bad girl. She sasses her mother, and is partially responsible for killing a man. She's really bad!

And that's the way film audiences will think of her—no matter how hard she tries to be a good girl.

From the Bottom Up

Arthur Lubin, who directed "Beloved Brat" for Warner Bros., believes in learning things "the hard way" in order to be able to do them "the easy way." From earliest youth, he was interested in things theatrical, and began to learn the business from the ground up. He took every job he could get, first as prop boy and general handy man, then as an actor.

Later, he studied drama at Carnegie Institute in Pittsburgh, and to continue his studies after graduation, joined the International Alliance of Stage Employees' Union and completely learned stagecraft.

(Current)

LOVELY DOLORES FEATURED IN "BELOVED BRAT"

No doubt about it, this is the year of Comebacks. Not a major studio hasn't its examples. The minors don't count, because it is from them that some of the stars of old are emerging, to compete again in the major leagues of flickery. Others again are returning from England.

Significant is the return of Dolores Costello, this year. Miss Costello started her comeback at Warner Bros. Studio (where she won her greatest fame in other years) in a picture called "Beloved Brat." The picture is the current attraction at the Strand Theatre.

Miss Costello, as everyone knows, retired from the screen when she married John Barrymore. Now, back at work, she is delighted at meeting old friends again, and getting back into the exciting whirl of movie-making. But the nicest part of it, to her, are the hundreds of fan letters that have been coming in since the announcement of her return. That's what she calls a real welcome!

In "Beloved Brat," Miss Costello plays a teacher who regenerates a wilful little rich girl (Bonita Granville) and transforms her into a sweet lovable child. The picture was directed by Arthur Lubin.

Starlet Is Generous

Bonita Granville, child film star, with the consent of her mother, has been giving her old clothes to needy young girls. But her charitable impulse has run away with her and she can't wait to buy new clothes so that she can hand them out.

This is all causing her mother untold worry, since she can't afford to buy new clothes for the poor children of Hollywood and yet doesn't want to interfere with Bonita's sense of charity. Her latest Warner Bros. picture is "Beloved Brat," which is now showing at the Strand Theatre.

Dolores' Memory

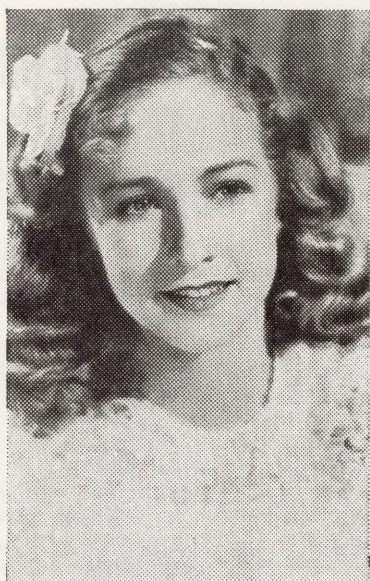
Dolores Costello, who has returned to the Warner Bros. lot after an absence of years, in "Beloved Brat," now showing at the Strand Theatre, surprised all the prop men, electricians and carpenters who worked with her in the old days by remembering all their first names.

Plays Many Scenes

One of the longest and most difficult roles ever attempted by a child is Bonita Granville's in "Beloved Brat," the Warner Bros. drama now showing at the Strand Theatre. She appears in 263 of the 274 scenes. The young actress took it all in her stride, however, and went through her 263 scenes without a single hitch. Her reward was the sincere congratulations of Director Arthur Lubin, who considers her the outstanding child star on the screen today.

Production Staff

Director.....	Arthur Lubin
Screen Play by.....	Lawrence Kimble
Story by.....	Jean Negulesco
Photography by.....	George Barnes, A.S.C.
Film Editor.....	Fred Richards
Dialogue Director.....	Frank Beckwith
Art Director.....	Stanley Fleischer
Sound by.....	Francis J. Scheid
Gowns by.....	Howard Shoup



Mat 104 — 15c

All About Bonita Granville

At 14 years of age, this youngster is one of the highest paid child actresses in the world. She comes of theatrical parents. Her father, Bernard Granville, was a famous vaudeville comedian and she frequently played with him. Her mother, Rosina Timponi, was a specialty dancer. Bonita was born in New York City in 1923 and lived in New York, Palm Beach and Chicago before coming to Hollywood. She goes to school in the film capital. Her most important parts thus far in pictures have been in "Ah, Wilderness," "These Three," "Maid of Salem," "It's Love I'm After," "Call It A Day," and her present picture "Beloved Brat." This comes to the Strand Theatre next Friday.

She's Good Mama

Dolores Costello had an arrangement with Warner Bros. when she was working in "Beloved Brat" which comes to the Strand Theatre next Friday, whereby she didn't have to report for early morning calls in order that she might breakfast every day with her two children, a boy and girl.

Brats Fight It Out

Leo Gorcey, the talented youngster who played "Spit" in the stage and screen versions of "Dead End," is seen again in "Beloved Brat," the Warner Bros. drama that opens next Friday at the Strand Theatre.

Gorcey plays a tough little hoodlum who taunts and fights with Bonita Granville, who is something of a meanie herself.

Director Arthur Lubin took plenty of pains with the fight which ends with Leo being pretty well beaten up and Bonita lying face down in a mud puddle.

Smart Boy, Emmett!

Emmett Vogan, appearing in "Beloved Brat," now at the Strand Theatre, has been betting on horses on paper for the past twenty years, but has never bet a dollar of his money on a race. His paper winnings amount to \$453,980 — which sort of makes Vogan regret that he isn't a real betting man.

Found In Filmland

Being "discovered" in Hollywood was the unusual experience of Natalie Moorhead when she first was signed to a screen contract in 1929, although she had played frequently on the stage in the East and had escaped the eyes of movie scouts.

She was playing in stock when signed to work in "Thru Different Eyes." She is now playing a leading role in "Beloved Brat."

The Story

(Not for Publication)

Roberta Morgan, (Bonita Granville) is a pestiferous little "brat" and makes life miserable for her mother (Natalie Moorhead), who is much more interested in her clubs than in giving her daughter the love and care that a child has the right to expect. Her father (Donald Crisp) is much too engrossed in business to bother with Roberta and depends on his wife to look after her.

Care of the child is delegated to a governess, Anna (Ellen Lowe), and the butler, Jenkins (Emmett Vogan), who prove themselves utterly unable to manage her. Her only friend in the household is Williams (Donald Briggs) confidential man for her father.

The Morgans and Williams are going on a trip and Roberta is placed in Jenkins' charge. He delivers her at a boarding school, but she escapes and spends her days roaming with Pinky and Arabella, while basking in their admiration.

Jenkins discovers she has been

playing hookey and catches her at the Whites' house. He tosses her in a car and starts for home. Trying to escape from him, she grabs the steering wheel and runs down an aged man. She places the entire blame on the hated Jenkins and plants an empty liquor bottle in his room. On her testimony, Jenkins is sentenced to prison, but Williams surprises Roberta into admitting she was the guilty one, takes her to her parents and they succeed in getting Jenkins off.

An understanding judge listens to Williams' arguments and sends her to a school for girls, presided over by Miss Cosgrove (Dolores Costello), where discipline is strictly enforced but children are treated kindly.

Finally, Williams and Miss Cosgrove make Roberta understand the debt she owes to her mother and the Morgan family is happily reunited at her fourteenth birthday party at which all the other school girls and Pinky and Arabella are guests.



Mat 103 — 15c

All About Dolores Costello

This blue-eyed golden-haired actress was born in Pittsburgh, the daughter of a theatrical family. Her father is Maurice Costello, famed leading man in silent picture days. Her first stage appearance was as a dancer in George White's "Scandals." Some of her most famous pictures are "Sea Beast," "Mannequin," "Bride of the Storm," "Old San Francisco," "Heart of Maryland," "Glorious Betsy," "Tenderloin," "Hearts in Exile," "Song of Songs" and "Expensive Women," the latter being her last before she retired to marry John Barrymore seven years ago. Miss Costello, who is five feet four inches and weighs 116 pounds, is starting a comeback career in "Beloved Brat," a Warner Bros. picture which also features Bonita Granville. It opens next Friday at the Strand Theatre.

Girl Named Classic

Donald Crisp, reminiscing during the filming of Warner Bros.' "Beloved Brat," now showing at the Strand Theatre, recalled how "The Birth of a Nation," in which he played General Grant, was titled.

At the preview, Eliza Needham, an English girl, said, "Why, it's the birth of America." So, D. W. Griffith discarded "The Clansman" as the title and substituted the one by which this immortal classic became known.

Crisp Prefers Acting

Donald Crisp directed Douglas Fairbanks in "The Mark of Zorro," "Don Q" and "The Black Pirate."

He has many other successes to his directorial credit and bears the distinction of having had his "Beside the Bonnie Brier Bush" shown at a command performance for the late King George of England.

But he prefers acting to directing, as he revealed during the filming of Warner Bros.' "Beloved Brat" in which he plays an important role. The picture is the current attraction at the Strand Theatre.

Room-mates Again

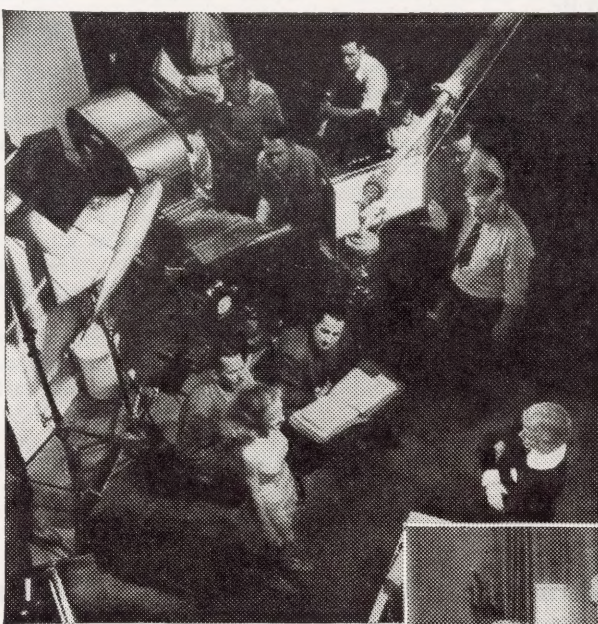
Carmencita Johnson, who played Bonita Granville's room-mate in "These Three," again rooms with the talented child actress in "Beloved Brat" a story of life in a girls' disciplinary school. This Warner Bros. drama comes to the Strand Theatre next Friday. The two little girls were delighted at the reunion and have become fast friends off the set, as well as on it.

Takes Daily Swim

Bonita Granville hasn't missed a morning dip in the swimming pool of her Hollywood home in two years. The talented child actress dives in before breakfast every morning, rain, shine, hot or cold. Her latest and best picture is Warner Bros.' "Beloved Brat," which comes to the Strand Theatre next Friday.

Veteran Youngster

Stymie Beard, a young colored lad appearing in "Beloved Brat," the Warner Bros. drama now at the Strand Theatre, has been in motion pictures thirteen of his fourteen short years.



A MOVIE IS IN PRODUCTION

1. **LIGHTS! CAMERA!** And Bonita Granville gets set to do one of her 'brattiest' scenes for "Beloved Brat."

2. **CONFERENCE** — Director Arthur Lubin (left) and Camera-man George Barnes discuss the stair sequence while Bonita waits for orders.

3. **REHEARSAL** — Natalie Moorhead, Bonita Granville and Donald Crisp go through the scene. Director Lubin and staff check for position, sound, and dialogue.



Mat 301 — 45c

TREASURE HUNT IS YOUNG STAR'S FAVORITE PARTY

"Let's have a party." Everybody likes parties, and Bonita Granville, youthful star of "Beloved Brat" is no exception. And best of all, she likes to give parties. And not a week goes by that she doesn't have some kind of entertainment for a group of her young friends. Being an ingenious girl, Bonita usually thinks up something special as the central idea for her party.

A treasure hunt is nearly always exciting and Bonita likes to work out the details herself. One of the most novel was a key hunt. Clues led the guests all over the house and grounds and ended with the finding of a small brass key in the toe of the shoe Bonita was wearing. Then the winner had to find what the key opened. That turned out to be a big chest in the hall, which opened to reveal twelve dainty baskets of lunch — one for each guest, and a little gold key on a chain as a prize for the winner.



Mat 204 — 30c

LET'S HAVE A PARTY — Bonita Granville's beruffled pink net party dress with puffed sleeves and a matching silk sash sets a new high in sub-deb fashions. She wears it in the Warner Bros. picture, "Beloved Brat," coming Friday to the Strand Theatre.

Bonita's Beauty Care Ideal For Sub Debs

By ANNETTE BAKER

Thirteen-going-on-fourteen is a pretty important age. For that's the time when sub-debs lay the foundation for the beauty and attractiveness that's going to be theirs all through their teens and twenties and way on past to the lovely thirties and the gracious forties. And it's not too early to begin, even though games and school and thousands of other interests seem much more important than taking out future beauty insurance.

Bonita Granville, youthful Warner Bros. star, whose newest picture is "Beloved Brat" which comes to the Strand Theatre on Friday, follows a definite beauty program which she and her mother have worked out. The three important points on which they concentrate are hair, complexion, and nails. And Bonita is wise enough to know that the tiny fraction of her time which she devotes to them will pay extravagant dividends in years to come.

First of all comes the vital hair-brushing. And here's a little trick that the young starlet thought up by herself. Instead of using the more feminine handled hair brush, she uses a set of military brushes exactly like her brother's, so that she can accomplish twice as much brushing in the allotted five minutes. Other points in the care of her hair are a weekly shampoo followed by a lemon rinse. Results: A glowing halo of bright, healthy hair that can be easily and becomingly arranged. Incidentally, Bonita's soft, shoulder-length bob that can be worn either with or without bangs is an ideal one for teen-age young ladies.

Skin care is vital and to Bonita that doesn't mean external care only. She knows that diet is just as important as the daily cleansing. A tall glass of orange and lemon juice first thing in the morning, a minimum of sweets, and plenty of green vegetables is her insurance against that bane of adolescence—a broken-out skin. Soap, water, and a facial brush take the place of cleansing cream in her beauty regime, but she follows the scrubbing with a little softening cream at night. After her

morning scrubbing, she rubs just a little of her favorite hand lotion over her face, as a protection against the weather. She doesn't use powder as yet — but she uses a pink pomade for her lips, which serves as a protection as well as a just grown-up-enough beautifier. A touch of vaseline on her eyelashes and brows each night is a sound investment for beautiful eyes. And speaking of eyes, she thinks it's fun to use her eye lotion and cute little cup every time she comes indoors after exposure to sun and wind. Clear, bright eyes that dance are her reward—right now!

Once a week is manicure night at the Granvilles' and Bonita likes to get comfortably ensconced in bed to perform this ritual. Her pretty manicure kit which opens up into a tiny table is all the incentive she needs for keeping her nails perfectly groomed. With an emery board, she files her nails very short. Active outdoor games are still tops with her and long nails get in the way. Next step is warm olive oil rubbed well into the cuticles. Then she goes to work with the orange stick to free the cuticle. (Absolutely no clipping—and that means no hang-nails). Lastly some energetic buffing. Then the manicure kit is folded — lights out, and Bonita is off to sleep for no less than ten hours — which is probably the most important beauty treatment of all.

Boleros In Fashion

Boleros are the leading contenders for Spring fashion honors — and that deserves the applause of the sub-deb set. For there's nothing more becoming to the very young than a slim frock with a widely flaring skirt and a short and pert bolero jacket. Bonita Granville's favorite is in navy blue sheer wool, with a vivid sash of red and green print defining the waistline and trailing ends coming down to the hem. A red felt Breton sailor hat completes the ensemble.

SWEATER AND SKIRT COSTUMES BRIGHT WITH ACCESSORIES

The sweater and skirt is almost a formula for school girls and Bonita Granville, the young Warner Bros. star whose latest picture is "Beloved Brat" at the Strand, is the foremost exponent of the fashion. But she doesn't stop with a large assortment of sweaters and skirts in different colors and styles. She has dozens of little tricks for making becoming and individual costumes out of each set.

A pigskin belt with a gold buckle made of her initials sets off a natural cashmere sweater. Another favorite belt made of braided leather is a large-size copy of her charm bracelet, with the dangling charms placed about an inch apart. With a pale blue sweater and matching skirt she wears a paisley kerchief around her neck and another one around her waist. For cooler days, she wears a short sleeveless red suede waistcoat over her navy blue sweater. And as a variation on the skirt, she likes pleated jumpers with narrow suspender straps. High school girls; please copy!

Tailleur In Tweed

What his first pair of long trousers are to a lad — her first tailored suit is to a growing girl. At least that's the way Bonita Granville, the youthful star who is now playing in "Beloved Brat" at the Strand Theatre, feels about it. Bonita's exciting "first" is a two-piece tweed in a brown and yellow mixture. The jacket is just below waist-length and buttons clear up the throat with gay yellow buttons. The skirt is gored and slightly flared. A yellow shirtmaker blouse, a brown felt vagabond hat and brown suede shoes with flat gold buckle, are the very "grown-up" accessories she wears.



Mat 113 — 15c

OFF TO SCHOOL — Bonita Granville, star of "Beloved Brat," at the Strand Theatre, wears this chic little pleated plaid skirt with a cream-colored crepe blouse with a wide and youthful round collar and pearl buttons down the front.



Mat 112 — 15c

SUNNY DAYS — Drying her hair in the sun after a shampoo, Bonita Granville, star of "Beloved Brat" at the Strand Theatre, wears the perfect young bathing suit — a brown, knitted one-piece.

EXPLOITATION

Hold A Family Night

With the aid of town's Better Film Council, Legion of Decency and Parent Teacher's Association, special show should be exploited well in advance by means of letter (on right), notices on their bulletin boards and personal visits to meetings.

Club Cooperation

Line-up women's clubs to attend en masse on special matinee. Then get local paper to hold interview with leaders for feature article material. News photos of prominent club members as they enter lobby make good publicity for both picture and club.

Sentenced To See

This is the type of picture that a juvenile court judge would "sentence" a young first offender and his parents to see. Call on the local judge handling such cases, tell him about the picture, and invite him to see it. His handling of cases in this manner is bound to result in newspaper breaks.

Question & Answer

Interesting questions which can be used to advantage on a lobby broadcast; on vox pop program; in a symposium on child training; Parent Teacher's Association meetings: "If your daughter lied, would you . . . (1) Rinse out her mouth with soap? (2) Put her to bed without supper? (3) Explain that honesty is the best policy? (4) Overlook it — and hope for the best?

For The Columnists

Papers running daily column of teen-age problems may be sold on the idea to open up in this way: Letter (reproduced above) points out problem dealt with in this picture. Paper invites readers to send in their suggestions on how they would handle the situation. Offer guest tickets to best solutions; or how they solved other perplexing problems pertaining to child-training.

Apart from advertising, there are many other activities which can be carried out to create wide-spread attention in your showing. To meet this end we have prepared a letter which we believe spotlights the problem presented in the picture in a dignified, interesting way to carry your message right into the homes. This letter will help you in talking to the people you contact: heads of sociological organizations, women's clubs, civic groups, professional men—judges, lawyers, psychologists. Perhaps your local editor may find in it worthy material for the basis of an editorial. Also, it can be used for a mailing campaign and as lobby blow-ups.

TO THE PARENTS WHO LOVE THEIR DAUGHTERS:-

Did it ever occur to you that while you may be a Mother or Father to your children — you may be a stranger too!

Boys, it seems, will always be boys. But what about the young girls? Should they be permitted to mold themselves; shape their own likes and dislikes; choose their own friends? Oftentimes they have no choice!

What about the parents? In their zeal to correct what appears on the surface to be a wrong, they often make matters worse. They think they have a problem child. Little do they realize that they alone constitute the problem. They consider their own interests, money, big business, vacations are paramount in importance; while the young girl flounders for herself. They might even condemn her for her mistakes; they have their say about her, but do they know how she feels about them?

Such a perplexing and vital problem is presented in a motion picture — "Beloved Brat". Here is a story which can be the story of any young girl — who is everything you don't want your daughter to be — headstrong, reckless, wilful, but not really bad — yet!

In producing "Beloved Brat", Warner Bros. have dealt with the problem squarely and entertainingly. Moreover, the film presents a satisfying, pleasant solution. "Beloved Brat" is a picture all parents should see . . . with their children. The stars are:- Bonita Granville (the brat of "These Three"), Dolores Costello, Donald Crisp and Natalie Moorhead. It will be shown starting next Friday, at the Strand Theatre, and I am sure you will find it a worthwhile photoplay.

Sincerely yours,

Manager, Strand Theatre.

Authentic Articles

Local judge or psychologist dealing with child training, can write articles on his or her work to run in local paper. Subjects to cover are: — the probationary system, specific cases, treatment of subject in the picture, etc. Tie in your showing with all stories.

Essay Contest

Essay contests for local high schools conducted by the English department or civic classes. Teachers suggest that students see picture first; they write essay on topic: "What I expect from my parents." Offer prizes for best essays. The school newspaper prints 'em.

Psychology Courses

Schools with courses in child psychology will find the subject of this picture of interest. Direct special announcement to heads of departments asking them to inform students. Make personal visit to instructors and explain how film brings out the importance of conditioning factors upon disposition; the part home environment plays in influencing the future of a child's life.

Ads Supply Teasers

Teaser cards usually arouse interest. Use this ad line on post cards sent to your mailing list, on throwaways inserted in packages by grocery, butcher and stationery stores: "BE-LOVED—she's a darling you want to hug to your heart! BRAT—she's a devil whose neck you want to wring!" On the reverse side use ad No. 210 with theatre and playdates. It gets across just the right angle.

Talks At Matinee

Fire sequence and auto smash-up in picture suggests talks on fire prevention by official of safety department; and talks on careful driving by members of Automobile Association. Saturday matinee would be a good time to spot talks.

For The Lobby

Rig up a novel display using large figure of Bonita Granville (in 'bratty' pose) cut out from 24-sheet. Place behind compoboard so that Bonita's head protrudes, alternately swinging back and forth.

Boost Bonita

Bonita Granville, who established herself as the "brat" in "These Three" is at her best in this picture and your patrons should be so informed. Blow-up some scene stills from "These Three" and circle Bonita Granville's head. Add copy: "The 'Brat' of 'These Three' now in her own starring picture—'Beloved Brat.'"

Classified Ad Slants

LOST, STRAYED OR STOLEN: One "Beloved Brat"—a darling you want to hug to your heart! A devil whose neck you want to wring! For a complete description see "BELOVED BRAT" at the Strand Theatre.

•

PARENTS WANTED: To witness drama that strikes close to every American home—drama of head-strong daughters, reckless, wilful, wild—"Beloved Brat" beginning Friday at the Strand Theatre.

Spot News On Radio

Spot announcements on the air after programs devoted to children's stories or parent's problems. Thus reaching the people who will be most interested in your show.

Ads As Blowups

In planning your front, make use of the effective ads available on this picture. They are the key to your entire campaign. Many showmen will want to use the ads as blowups thus retaining all the picture value and story-selling copy at the same time.

Turntable In Lobby

For an animated display get two cut-out figures of girls, one an innocent-looking lass; the other hard-looking. Place back to back on turntable. Embellish with stills and selling copy on one side: "Today This Girl Is Going To School." Copy on other side: "Tomorrow She May Be In A Reformatory! It Could Happen To Your Own Daughter. See How in Warner Bros.' 'Beloved Brat'—The picture every parent wants every child to see."

Stickers On Mags

Arrange with local distributors to place stickers on covers of magazines. Direct copy to particular audience reached by periodical. For instance if you're making a play for high-school girls and shop girls use the romance mags; if you're aiming at parents use periodicals that they are likely to read.

ADVICE BOX IN LOBBY

A tie-up that may interest your local paper is embodied in this idea: Arrangements are made with the paper to answer thru its columns:

1. Problems on child training.
2. Problems on proper guidance of young girls thru the dangerous teen-age.
3. Questions from young boys and girls on problems relating to their parents.

All questions are presented in writing and dropped in a sealed box, displayed in your lobby with your advance advertising of this picture. Names are kept confidential. Answers to the questions will be printed in the newspaper during the run of the picture with a box heading plugging your showing. Announcement in programs and on the screen will direct attention to this and help the response.

"Brat" Contest

Run contest for best stories on local 'brats.' Nearly every neighborhood boasts a 'beloved brat' and the inhabitants would welcome the opportunity to spill their venom. Of course the names of the 'popular brats' should be kept anonymous at all times. Prizes to the writers of the most humorous stories, which are published by co-operating paper.

Stills For Tie-ups

Stills of Bonita Granville:

Hat	BG 9
School Notebook	BG 8
Watch	BG 15
Sweater	BG 23
Scarf	BG 29

Stills of Dolores Costello:

Ring	TE Pub-A2
Pearl Necklace	TE Pub-A3
Bracelet	TE Pub-A11

Order these specially prepared stills from Campaign Plan Editor. Complete set of 8 - 70c; individually 10c.

ENDORSEMENT FROM GROUPS

The best way to get folks talking is to invite a representative group of women and men to a first screening. Before the picture goes on, a few words of explanation will be good showmanship on your part and closely knit the idea. Explain that you consider their position in the social and civic life of the city of paramount importance; that their opinions carry much weight in setting any event off in the right direction; that you hope for their approval of the picture; that they will do all they can to discuss it in forums, and with their friends; and that they will write about it in their periodicals.

Be sure that the screening is covered by newspaper representative who should get quotes from those attending. Use for lobby and front blow-ups. Also use in ads and heralds. It should cause discussion.

POSTERS • LOBBIES

PAGES 10-11-12



40" x 60"
PHOTO GELATIN
FULL COLOR
LOBBY POSTER
Rental.....75c

SLIDE
15c
EACH



22 x 28's
Rental.....20c each



8 x 10 COLOR GLOS PRINTS
Each set contains 10 assorted scenes.
Rental.....9c each

11 x 14 LOBBY DISPLAY
SET OF 8
Rental.....35c



INSERT CARD
Rental.....12c each



9" x 12" LITHO HERALD

WARNER BROS. PRESENT

Beloved Brat

SHE'S A DARLING YOU WANT TO HUG TO YOUR HEART!

SHE'S A DEVIL WHOSE NECK YOU WANT TO WRING!

BONITA GRANVILLE
DOLORES COSTELLO • DONALD CRISP
DONALD BRIGGS • NATALIE MOORHEAD • LUCILLE GLEASON • Directed by ARTHUR LUBIN
Screen Play by Lawrence Kimble
From an Original Story by Jean Negulesco
A FIRST NATIONAL PICTURE

... And because her parents are "too busy for kisses," she's everything you DON'T want your children to be! A picture all parents should see... with their children!

DOLORES COSTELLO making a triumphant return to the screen... in a role that was worth waiting for!

A DRAMA THAT STRIKES CLOSE TO EVERY AMERICAN HOME... A PICTURE THAT ANSWERS QUESTIONS PARENTS DARE NOT ASK!

PRICES: \$2.25 per M ♦ \$2.50 per M
for 5M or over for less than 5M

Entire reverse side left blank for both your imprint and tie-up ads.

2 WINDOW CARDS

THEATRE IMPRINT

BELOVED BRAT

BONITA GRANVILLE
DOLORES COSTELLO
DONALD CRISP
DIRECTED BY ARTHUR LUBIN
A FIRST NATIONAL PICTURE

THEATRE IMPRINT

Beloved BRAT
BONITA GRANVILLE
DOLORES COSTELLO • DONALD CRISP
DONALD BRIGGS • NATALIE MOORHEAD • LUCILLE GLEASON • Directed by ARTHUR LUBIN
Screen Play by Lawrence Kimble
From an Original Story by Jean Negulesco
A FIRST NATIONAL PICTURE

MIDGET CARD4c each

REGULAR CARD

1 to 49.....	7c each
50 to 99.....	6c each
100 and over....	5 1/2c each

LOBBY DISPLAYS

40" x 60"
(also available in size 30" x 40")

Drop us a postcard to-day. Let us tell you how your theatre can have these displays at a reasonable weekly rental.

**AMERICAN
DISPLAY CO., Inc.**
525 West 43rd Street
New York City

24" x 60"
(also available in size 24" x 82")

PAVING WITH BROKEN LIVES FOR GOOD TIMES THEY NEVER HAD!

BELOVED BRAT:
with **BONITA GRANVILLE**
DOLORES COSTELLO
DONALD CRISP
Donald Briggs
Natalie Moorhead
Lucille Gleason

Warner Bros. Presents The Sensation of the Hour!

Beloved Brat
with **BONITA GRANVILLE**
DOLORES COSTELLO • DONALD CRISP
FIRST NATIONAL

BELOVED BRAT:

with
BONITA GRANVILLE

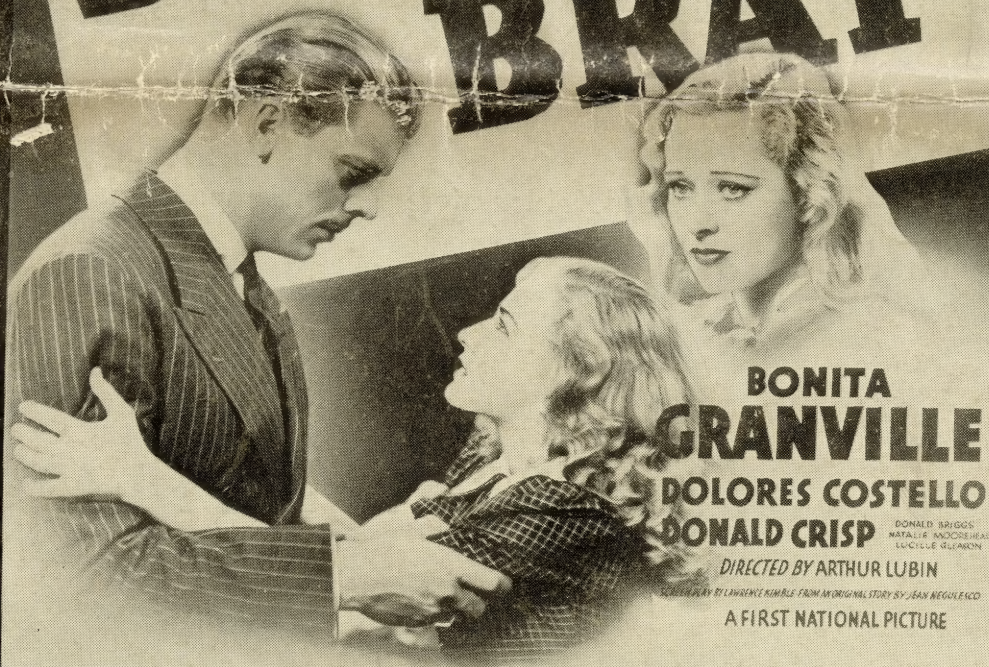
DOLORES COSTELLO DONALD CRISP

DONALD BRIGGS NATALIE MOORHEAD LUCILLE GLEASON Directed by ARTHUR LUBIN
SCREEN PLAY BY LAWRENCE KIMBLE FROM AN ORIGINAL STORY BY JEAN NEGULESCO A FIRST NATIONAL PICTURE



24-SHEET 1 to 4 — \$2.40 Each; 5 to 9 — \$2.25 Each;
10 to 24—\$2.00 Each; 25 and over—\$1.75 Each

BELOVED BRAT



SIX-SHEET—Rental 48c Each

ONE-SHEET—Rental 8c Ea.



**THREE SHEET—
Rental 24c Each**

**Beloved
BRAT**

BONITA GRANVILLE

DOLORES COSTELLO DONALD CRISP
DONALD BRIGGS NATALIE MOORHEAD LUCILLE GLEASON
DIRECTED BY ARTHUR LUBIN
SCREEN PLAY BY LAWRENCE KIMBLE FROM AN ORIGINAL STORY BY JEAN NEGULESCO
A FIRST NATIONAL PICTURE



SPECIAL QUANTITY PRICES

(For Posting or Sniping)

ONE-SHEETS

50 to 99 11c each
100 and over 9c each

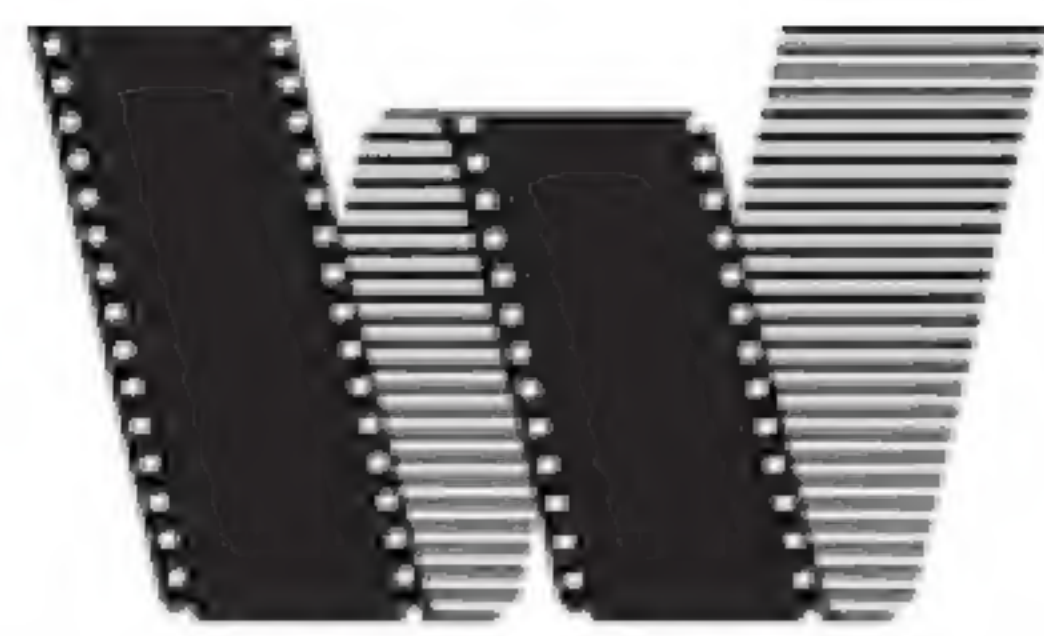
THREE-SHEETS

50 to 99 32c each
100 and over 28c each

SIX-SHEETS

25 to 49 80c each
50 to 99 70c each
100 and over 60c each

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